

***Sanctuary Advisory Council  
Business and Tourism Activity Panel  
Monterey Bay National Marine Sanctuary***

**Meeting Date:** Wednesday, November 12, 2003

**Time:** 9:30-11:30 AM

**Location:** Moss Landing Marine Laboratories

**Attendance:** Dave Ebert, BTAP Chair, SAC Business/Industry Representative

Nicole Capps, Monterey Bay National Marine Sanctuary

Rachel Saunders, Monterey Bay National Marine Sanctuary

Annie Schnorf, Moss Landing Harbor District

Michael Bekker, Cannery Row Company, Monterey

Dan Haifley, O'Neill Sea Odyssey

Kathy Fosmark, Alliance of Communities for Sustainable Fisheries

**Meeting Notes – a Brief Summary of the Meeting's Proceedings.**

**Welcome and Introductions:** Dave E., BTAP Chair gave welcoming comments and individual introductions commenced.

**Items Not on the Agenda/Announcements:** None identified

**Brief Updates/News Items:**

- **JMPR:** Rachel S. noted that MBNMS staff members are finalizing the action plans, including estimating budgets and timelines, developing performance measures, and incorporating the Sanctuary Advisory Council's (SAC) recommendations. Current estimate for release of the Draft Management Plan/Environmental Impact Statement is summer 2004.
- **Special MPA workgroup:** Rachel S. reported that the workgroup had reached consensus on an action plan in late October. A copy of the plan can be found at [http://sanctuaries.nos.noaa.gov/jointplan/mb\\_mpa.html](http://sanctuaries.nos.noaa.gov/jointplan/mb_mpa.html)
- **Sanctuary Advisory Council (SAC) meeting review:** Dave E. gave a brief overview of the Oct 3, 2003 meeting and Nicole C. gave a brief preview of the upcoming December 5, 2003 meeting. Rachel S. indicated that a SAC subcommittee for evaluating future SAC membership had been established and that SAC At-Large member Deborah Streeter was chair. Rachel stated that the subcommittee has developed a self-assessment questionnaire and will suggest at the upcoming SAC meeting that current SAC members fill it out as a first step in the evaluation process. Rachel also noted that on December 4, 2003 National Marine Sanctuary Program headquarters will be having a joint Gulf of the Farallones/Monterey Bay NMS SAC boundary workshop in Half Moon Bay. For more information on the SAC meetings please see [http://sanctuaries.nos.noaa.gov/jointplan/cc\\_bndy.html](http://sanctuaries.nos.noaa.gov/jointplan/cc_bndy.html) <http://montereybay.nos.noaa.gov/sac/2003/100303/sacmin.html> and <http://montereybay.nos.noaa.gov/sac/2003/120503/agenda.html>

- SIMoN website: Rachel S. reviewed the rollout of the new website ([www.mbnms-simon.org](http://www.mbnms-simon.org)). Kathy F. expressed concern about some of the language on the website related to fishing and reminded folks that through the Fishing Related Research and Education Action Plan the sanctuary had committed to facilitating fishermen involvement in development of information put out by the sanctuary related to fishing. She also suggested that fishermen were still looking to be involved in fisheries related research projects. Rachel S. said she would pass on Kathy's comments to MBNMS Research Coordinator and SIMoN Director Andrew DeVogelaere; Rachel also encouraged Kathy and others in attendance to also use the SIMoN website feedback forms for submitting comments and encouraged folks to provide input on the site as it evolves.
- Sanctuary Currents Conference 2004: Rachel S. reminded folks that the next AMBAG/Sanctuary Conference is scheduled for March 6, 2004. This year's theme is "Clean Waters, Healthy Oceans." The all day conference will take place at the University Center at the California State University, Monterey Bay. AMBAG is soliciting nominations for its awards lineup. Rachel indicated that AMBAG wanted to get the BTAP's nomination for the business award by early January. Rachel said that she would email Dave E. with the information on when the nomination would be needed, a list of previous winners and the business award description. Dave said that he would then send the information out to the BTAP list serve and solicit nominations and pass on the name of the nominee to Rachel to forward on to AMBAG.

**Sanctuary Advisory Council (SAC) Recruitment:** Rachel S. outlined the steps being followed regarding the current recruitment for eight seats on the SAC. A SAC subcommittee has been set up to review the applications and make recommendations to the Sanctuary Superintendent. The subcommittee will meet on December 17, 2003. Each of the SAC working groups also has the opportunity to forward on their recommendations regarding candidates for seats relevant to that working group. The Sanctuary is also asking the CWG, SEP, RAP and BTAP to make a recommendation on which of the applicants for the seats associated with the working groups would make good chairs. Dave E. indicated that if he decides to re-apply for the Business Seat he would need to recuse himself from the process. Rachel S. indicated that she would send the names of the applicants for the Business Seat to Mike B. who agreed to solicit BTAP recommendations regarding the applicants through an email process. Mike will also be participating in the SAC subcommittee.

**BTAP Role and Membership (discussion continued from last meeting):**

The group continued its review of BTAP membership and membership recruitment issues. Kathy F. spoke about her outreach to the fishing industry and outreach needs related to fishing associated land-based businesses. Kathy also stated that if you represent an organization or an association you really have a responsibility to the people who you say that you represent. Mike B. spoke about the difficulty that some business associations are having now in keeping members, especially organizations that require dues. For discussion purposes, Dan H. distributed some draft language regarding the BTAP's mission, role, goals, and membership. The group discussed Dan's draft, but did not take

specific action. The group discussed the fundamentally different nature of the private sector/business community and the challenges associated with trying to involve business people in the BTAP on an on-going basis. The group agreed that there should probably be a core group of members who represent key groups and consistently participate. It was also suggested that a target list be identified and specific invitations to participate be distributed. It was noted that there might be others who will participate depending on the issues or their interest. Voting was discussed and it was generally agreed that each business organization, institution or association get one vote. The question of whether to go back to moving BTAP meetings around between Santa Cruz and Monterey (and perhaps Half Moon Bay or Cambria) was also raised. It was agreed that the calendar for next year would be set at the January 2004 meeting and that the locations of the meetings would be decided at that time. At the January meeting the group will also review the existing BTAP list serves and try and come up with a target list of members.

**Next BTAP Meeting:** The next BTAP meeting is January 21, 2004 from 9:30 AM – 11:30 AM at Moss Landing Marine Labs. At this meeting, the BTAP will set it 2004 schedule of meetings.